Adobe® LiveCycle® Production Print ES2

Create the perfect mix of personalized print and electronic communications

Product summary

Adobe LiveCycle Enterprise Suite 2 (ES2) is a software suite that extends the value of existing back-end systems by engaging users with collaborative rich Internet applications (RIAs) and guided forms, streamlining internal processes, managing correspondence, and strengthening information and document security.

With Adobe LiveCycle Production Print ES2, you can:

- Create personalized transactional documents such as statements, contracts, letters, packing slips, or welcome kits
- Generate documents dynamically by merging data from multiple back-end systems with predesigned templates
- Standardize on award-winning Adobe LiveCycle Designer ES2 software to create and manage document templates
- Increase throughput and job flexibility with postprocessing support for document collection, sorting, and splitting
- Output documents in a range of print or electronic formats to help deliver multichannel communications with ease

Organizations have invested heavily in personalized document generation over the years with transactional documents such as statements, invoices, contracts, and packing slips as the mainstay of print operations. Unfortunately, these systems were never designed to address today's complex multichannel communication requirements. These systems can—and must offer much more. Yesterday's print centers have the potential to transform themselves into centralized document service hubs ready to support the growing and diverse multichannel content needs of the enterprise.

And yet, companies are under pressure to address several immediate and longer term output concerns, including:

- Controlling production costs
- Working with aging and inflexible output systems
- Delivering consistent communications across multiple channels
- Addressing the increased need for protected electronic content delivery
- Supporting enterprise architecture standards
- Supporting corporate initiatives to streamline business processes from end to end
- Developing and managing efficient electronic delivery channels

The Adobe LiveCycle Production Print ES2 module is uniquely designed to address all of these concerns. Ideally suited to perform high-volume print and electronic jobs via multiple delivery channels, Production Print ES2 provides allows you to replace or augment your legacy applications with innovative tools that streamline processes and save money. And because it shares the same award-winning template design software as the rest of the Adobe LiveCycle Enterprise Suite 2 (ES2) family, you can not only achieve consistent multichannel communications, but also redefine the meaning of personalized communications with best-of-breed electronic business process solutions.

With LiveCycle Production Print ES2, you can:

- Decrease time and costs associated with high-volume print operations
- Reduce mailing costs by collecting and merging jobs for more efficient processing
- Standardize on a single document design tool, Adobe LiveCycle Designer ES2, that spans interactive, on-demand, and high-volume document applications
- Deliver protected multichannel output according to user profiles and preferences
- Provide an enterprise production platform with the power and flexibility to replace outdated processes or integrate with enterprise resource planning (ERP) and customer relationship management systems (CRM) systems
- Integrate with other Adobe LiveCycle ES2 modules to build end-to-end business processes

Supported formats

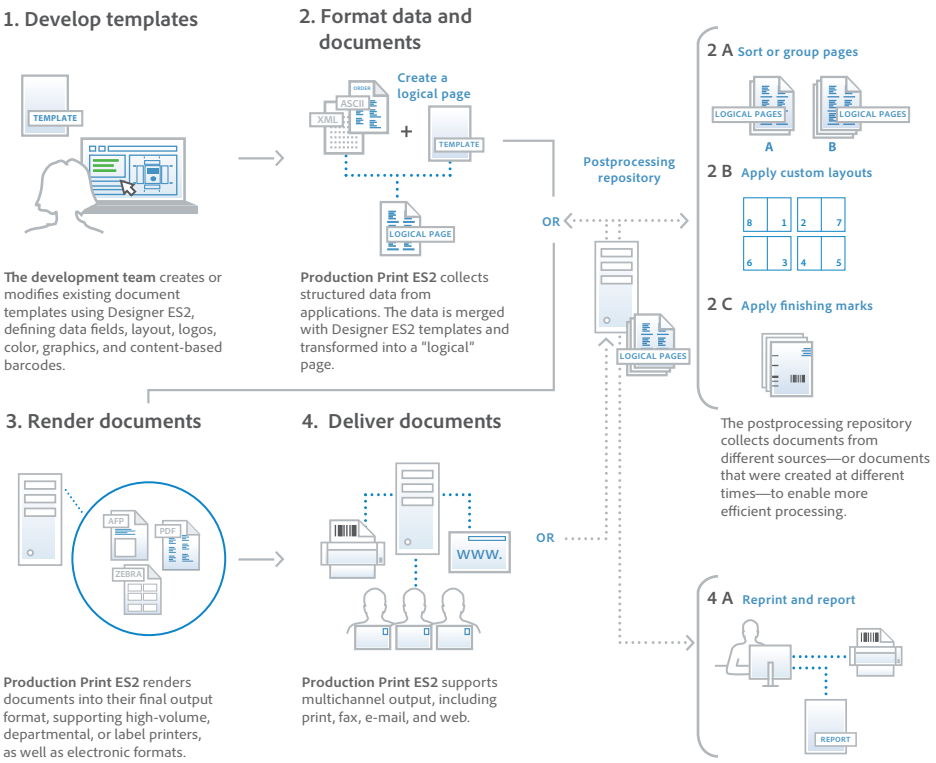
Input:

- Data: XML and field, record, or page-based ASCII data
- Preformatted documents: AFP and PDF

Output:

- Documents: AFP, IJPDS, PostScript® and PCL
- Labels: Zebra, TEC, Printronix, and Intermec
- Electronic: PDF, PDF/A, CSV, HTML, XML, TIFF, JPEG, BMP, GIF, PNG

LiveCycle Production Print ES2 process overview



Streamline template creation

Award-winning LiveCycle Designer ES2 provides intuitive, graphical design capabilities that make it easy to create and deploy templates without deep technical knowledge. To enhance development efforts in complex enterprise operations, Designer enables development teams to work collaboratively, using intuitive tools to create and preview templates, bind data from back-end systems, add barcodes, and lay out documents that adjust dynamically when merged with data. This helps ensure that documents accommodate the merged data content and volume by including or excluding design elements, growing to create space for data, and paginating automatically. Designer also simplifies the creation and maintenance of large collections of templates or template fragments. Fragments are reusable components such as a logo or address block that is designed once but referenced in multiple templates.

Collect and group documents

With the Production Print ES2 module's postprocessing repository, you can collect multiple jobs over time and then group them for the most cost-effective and efficient delivery. For example:

- Collect documents and jobs over time and then sort by postal codes at runtime to take advantage of bulk postage rates
- Combine multiple account statements going to the same household into a single envelope or package
- Include an ad hoc customer communication with a regularly scheduled invoice or statement, sending both in the same envelope at bulk rates to save money.
- For enterprises with distributed locations, centralize content production independently of where and when the actual content is produced
- For enterprises with multiple print locations, redirect jobs to the print center closest to the customer to speed delivery

Postprocessing repository

Using the postprocessing repository, you can maximize your throughput of complex jobs, shortening delivery time and reducing mailing costs dramatically.

Analyst perspective: Adobe in DOM

Adobe is a strong player in the Document Output Management Market (DOM), according to Forrester, a independent research firm.

"Adobe will appeal to many customers with its full life-cycle suite.... Adobe's strong credentials in forms processing and rich Internet applications for customer self-service will make it a strong player in the emerging on-demand segment."
—Craig LeClair, "Give DOM its due," Forrester Research, October 24, 2007

"Forrester evaluated eight business process management suite (BPMS) suppliers best suited and most experienced for document-intensive processes across approximately 150 criteria...Adobe leads with exceptional developmental tools for rich Internet applications (RIAs) and vision for customer engagement."
—Craig Le Clair and Colin Teubner, "Business process management for document processes," The Forrester Wave, July 12, 2007

Deliver high-volume document composition in a wide range of formats

Production Print ES2 serves as a centralized hub that can accept and output a broad range of formats to serve the needs of multiple departments across your company. It includes a high-performance document composition engine that is designed to handle the highest volumes of documents in the industry. Because of its unique architecture, Production Print ES2 lets you deliver complex jobs involving multiple output types simultaneously—without reprocessing jobs. For example, a bank statement can be rendered in AFP format for high-speed printing and simultaneously rendered as a PDF/A file for archive.

Optimize finishing for mailroom efficiencies

Production Print ES2 provides numerous options for the finishing phase. Based on the criteria you selected for sorting and grouping documents in the postprocessing repository, you can automate the printing of special marks that communicate finishing information to operators and mailroom machines such as folders, inserters, and envelopers, including:

- Adding insertion marks such as optical mark recognition (OMR), 1D, and 2D barcodes
- Providing documents with both barcodes and human readable identification numbers
- Including text labels to provide instructions for manual handling

For example, you can sort documents with four pages or fewer to go to one enveloping machine, documents with up to ten pages to go to a second one that can handle larger envelope sizes, and oversized documents to be processed manually. You can also manage the logic for including preprinted inserts, such as leaflets or advertising brochures, in a mailing. To optimize postage, you can also decide whether to include an insert based on the final weight of the mail piece.

Documents that can be created with LiveCycle Production Print ES2

Financial services	Government	Manufacturing and life sciences
Account statements	Program statements	Invoices and bills
New customer welcome kits	Program enrollment kits	Packing slips
Customer correspondence	Case correspondence	Supplier correspondence
Regulatory correspondence	Regulatory correspondence	Regulatory correspondence
Insurance renewal notices	Legislative notices	Request for quotations/bids
Credit card bills	Program booklets	Instruction manuals
Promotional offers	Notification of new services	Promotional offers

Redefine personalized communications for your organization

Effective multichannel communication demands more than simply delivering documents in print or electronic form. With Adobe solutions, organizations can build communications based on a single view of the customer and reach out to them consistently through multichannel communications that engage, invite, and inform.

With LiveCycle ES2, you can easily take advantage of the rich electronic document processing capabilities that have earned the LiveCycle platform its position as a leader. Here are two examples of how additional Adobe LiveCycle modules can add value to LiveCycle Production Print ES2:

- Create end-to-end solutions that start with a form or guided online experience, process exceptions, and generate a personalized document for print or electronic distribution
- Enhance your electronic distribution by certifying documents to allow recipients to verify their authenticity as well as encrypt, control, and track documents by applying specific rights

For more information

Product details:
www.adobe.com/products/livecycle/productionprint.

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